

Message Text

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PAGE 01 ABU DH 01529 301104Z
ACTION NEA-11

INFO OCT-01 ISO-00 EB-08 /020 W
-----011854 301120Z /23
R 300812WUMAY 78
FM AMEMBASSY ABU DHABI
TO USDOC WASHDC
SECSTATE WASHDC 7910

UNCLAS ABU DHABI 1529

E O. 11652: NA
TAGS: BBSR, ELTN, TC, XF
SUBJ: SURVEY OF UAE MARKET FOR BUSES

REF: (A) ABU DHABI 1201; (B) ABU DHABI 1394.

1. EMBASSY HAS RECEIVED A REQUEST FROM MARGARET A. CENTURIONE, MARKETING DEPT., GM TRANSPORTATION CENTER, WARREN, MICH. 48090, FOR AN EXTENSIVE STUDY OF THE MARKET FOR BUSES IN THE UNITED ARAB EMIRATES. INFORMATION REQUESTED INCLUDES END USER PROFILES, MANUFACTURE, ASSEMBLY, AND IMPORTS, EQUIPMENT SPECIFICATIONS, LAWS AND REGULATIONS, ETC.

2. POST DOES NOT HAVE THE MANPOWER NEEDED TO COMPLETE SUCH A REPORT WITHIN THE FORESEEABLE FUTURE NOR CAN WE BE CONFIDENT OF OUR ABILITY TO COMPLETE IT WITHOUT PREJUDICE TO OUR SCHEDULED REPORTING. HOWEVER

,
AS MENTIONED IN REF A, THE PRESIDENT OF THE ABU DHABI CHAMBER OF COMMERCE, SAEED AL OTAIBA IS A GM DEALER AND WILL BE VISITING DETROIT IN MID JUNE. HIS FIRM HAS INDICATED IT COULD CONDUCT SUCH A STUDY IF MARKETING INCENTIVES JUSTIFIED THE EFFORT. ALTERNATIVELY, THE MIDDLE EAST MARKETING RESEARCH BUREAU, REF B, WOULD ALSO UNDERTAKE SUCH AN INQUIRY FOR A SUITABLE FEE.

3. ACTION REQUESTED. USDOC MAY BE AWARE OF SIMILAR REQUESTS THAT GM HAS MADE TO OTHER POSTS. THEIR LETTER REFERRED TO A WORLDWIDE SUR

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VEY
COORDINATED THROUGH THE DETROIT DISTRICT OFFICE. POST RECOMMENDS THAT USDOC DISCUSSION SOONEST WITH GM AND BRIEF THEM ON WHAT

INFORMATION IS ALREADY AVAILABLE IN WASHINGTON SUCH AS THE ANNUAL
AUTOMOBILE CERPS. A MULTI COUNTRY MARKET RESEARCH STUDY SEEMS
TO BE A MORE VIABLE APPROACH. POST DOES NOT PLAN TO RESPOND TO
GM AT THIS JUNCTURE.
DICKMAN

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: MARKET SURVEYS, PASSENGER TRANSPORTATION
Control Number: n/a
Copy: SINGLE
Draft Date: 30 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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From: ABU DHABI
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Legacy Key: link1978/newtext/t197805108/aaaafjmr.tel
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TAGS: BBSR, ELTN, TC, US, XF
To: COM STATE
Type: TE
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